

Abstract of the Disclosure

A system employed by at least one web browser compatible executable application for initiating an action by a second executable application, includes the following. A URL processor which generates, in 5 response to a user command, a URL link in a predetermined particular format which includes context information and an action request identifier. The URL link represents an action to be performed by the second executable application. A URL link interpreter, coupled to said URL processor via a first mode of communication, which identifies said particular format URL link, 10 extracts the context information and action request identifier from the particular format URL link, and initiates termination of the first mode of communication. A communication processor, coupled to said URL link interpreter, which initiates communication of said extracted context information and action request identifier to the second executable application 15 by a second mode of communication different from said first mode of communication.